

Analysis on the Construction of New Media in Government Affairs

Xufan Guo*

Yellow River Water Conservancy Commission Press and Publication Center Yellow River Newspaper Office, Zheng Zhou 450000, China

*Corresponding author: Xufan Gao, 514012833@qq.com

Copyright: © 2024 Author (s). This is an open-access article distributed under the terms of the Creative Commons Attribution License (CC BY 4.0), permitting distribution and reproduction in any medium, provided the original work is cited.

Abstract: The rapid development of various industries in society has greatly changed the quality of life of people. Especially with the support of the Internet, the channels for obtaining information are gradually expanding, which leads to the gradual replacement of television and newspapers with modern social media. Government departments of all levels have also begun to emphasize the application of WeChat, Weibo, and other media platforms to broadcast official work updates and policy changes with the help of the Internet, which greatly improves the efficiency of social communication with the masses. Despite the use of these platforms that enable the development of government new media and attract the attention of countless social groups, there are still many problems in the specific implementation process, such as the long account application time, the low application number, and content inconsistent with the department. This caused the new media of government affairs unable to establish a foothold in society and damage the image of the government. Based on this, this paper analyzes the problems existing in the construction of government new media and puts forward corresponding optimization measures using real situations for reference.

Keywords: Government affairs new media; Construction; Problem

Online publication: February 28, 2024

1. Introduction

With the rapid advent of the Internet era today, the Internet is widely used in various industries. To keep pace with the times, government departments have constructed new government media that acts as a communication channel to allow convenient communication between the government departments and the people. Not only that, it also plays an important role in promoting government services^[1]. The government departments have officially issued a series of documents related to the construction of new government media that focus on the overall situation and emphasize the good performance of relevant department personnel to maintain the progress and quality of the work of other relevant government departments. Based on the current development situation, local governments that have initiated the construction of new media in government affairs, have exceeded the expected implementation effect with satisfactory responses from government departments and the people.

2. Problems faced by the construction of new media in government affairs

2.1. The public opinion guidance system is not perfect

Public opinion refers to the opinion of the public on a situation, such as the opinions expressed by the public in the face of emergencies. Good guidance of public opinion can promote harmonious governance and seize important opportunities for social governance and political improvement in real time. If public opinion is not properly controlled, it will not only have a great negative impact on an event itself but even magnify the bad behavior exponentially, resulting in mass-scale negative social reactions ^[2]. This problem is mainly rooted in two aspects, the first is that the new media of grassroots government affairs are not good at grasping the psychological changes of users and communication methods, which leads to the untimely control of public opinion. Faced with the occurrence of trending social topics and emergencies, the media tend to over-pursue social network gains and power by constantly expanding their influence using discourse that may result in backlash from the public. Under such circumstances, the government should delay the handling of public opinion if they cannot seize the first opportunity to do so in time to prevent unsatisfactory communication with the people. On the other hand, unexpected events can reveal the poor control of the government over new media from the lack of timely response to network information, the rampant spread of rumors, the continuous attack on the public's trust in government departments, and the gradual loss of patience. In this era of Internet expansion, the time that the government has to deal with hot issues and public opinion continues to shorten, which emphasizes that the government should always observe the trend of the Internet and grasp the key points of public opinion guidance, otherwise, it will cause public dissatisfaction and greatly reduce the credibility of the government ^[3].

2.2. Improper role arrangement and a sharp decline in service management level

An emergency outbreak occurring may not necessarily be due to the government not handling it at the critical moment but is instead caused by wrong role arrangement, in which the government departments should reflect on this problem in time. In addition, the government regards the new media platform as the main aspect of emergency management by serving as the authoritative speaker, the analyst of information collection, and the decision maker of information circulation. However, the new media staff of the government may not have this ideological consciousness, as they may fail to analyze and process an incident and track its information in time. The failure of the staff to grasp important information according to the perspective of public opinion can result in serious consequences and lasting social impact.

2.3. Unclear position of platform and poor interaction

The purpose of government departments to open new government media is to attract more Internet users. If this goal is achieved, it will not only attract the attention of the masses but also effectively increase its social influence and have a positive impact on future development ^[4]. Despite this, some government departments do not recognize the importance of opening new government media accounts and would only do so reluctantly when ordered by their higher-ups, so the utilization of new government media is not fully valued. Hence, we can find that the new media of the government is not clear on its positioning and fails to fully demonstrate its significance. In addition, even after the official opening of new government media, some government departments still do not understand the needs of the masses and are detached from reality, resulting in low public participation and weak interaction in social networks, which is greatly unfavorable to the future development of government departments ^[5]. For example, the government WeChat platform provides government services and news updates, which is convenient for the masses to a certain extent. However, the communication between the government's WeChat platform with the public is gradually reducing due to the lack of effort and attention by

the government departments to provide interactive informative content.

2.4. Imbalanced resource and poor data sharing

First, there is a lack of communication between different levels of new government media platforms. Although some provinces and prefecture-level cities have established official Weibo and TikTok accounts by provincial requirements, some provincial capital cities fail to establish proper systems by regulations, resulting in poor interaction potential between the new government media ^[6]. In addition, the new media accounts of the government in many cities at different levels cannot be shared, so the process of handling multiple platforms will reduce efficiency and waste time for processing public affairs, resulting in poor adoption of government social platforms. Therefore, interoperability needs to be ensured both in terms of data sharing and system optimization, especially for different departments and levels of government.

Second, the system connection between various government departments is not perfect. Due to an imbalance in resource sharing between government departments, some departments prefer not to share data and information publicly, and will not perform proper data linkage ^[7]. Therefore, the cooperation between departments has gradually decreased when carrying out specific service work and responding to emergencies, to the point of avoiding responsibility, which has caused the public to reject and not recognize government departments. In addition, public demands can only be effectively handled through the mutual assistance of multiple departments, but smooth implementations of follow-up work cannot be guaranteed because of this avoidance and lack of cooperation between many departments.

3. Strategies to solve the problems of new media construction in government affairs

3.1. Clear positioning and new media platform integration

In the Internet era, the diversification of communication platforms has become the norm with endless communication platform choices. The circulation of government information is no longer limited to the present, as new resources are interpreted from different angles and levels while new communication channels are constantly being expanded ^[8]. Currently, local governments at all levels have set up their own new media platforms. To attract the attention of the masses and gain their trust, some government departments even open accounts on platforms such as TikTok, NetEase Cloud, and TouTiao, to expand information channels and increase their influence ^[9]. Nowadays, diversifying communication channels has become an important means for government departments at all levels to keep pace with the current time. This can not only expand the scope of publicity and circulation of government information but also continuously improve the speed, accuracy, and coverage of information transmission, thus providing efficient and high-quality services for the government in a digital service environment ^[10]. Government departments at all levels should have a deeper understanding of the functions of new media platforms by the characteristics and regulations of different communication platforms to explore their advantages and hidden functions. In this way, the advantages can be utilized in future development to establish a high-quality service system with integrated functions and complementary resources ^[11]. For example, the government utilizes the network and mobile characteristics of the WeChat platform by adding services such as information inquiry, online service offices, and government affairs processing. The government can also utilize the comprehensive, dynamic, timeliness, and other characteristics of the WeChat platform to add multi-functional services such as information release, emergency management, public opinion guidance, and policy publication. Therefore, a mutual assistance system between the new media of government affairs should be established to enable support in the media industry, offset the lack of resources, and develop the integration

of new media platforms ^[12].

3.2. Resources integration and establishment of government affairs new media alliance

Government affairs new media alliance is a new way of modern government affairs new media management through integrating resource sharing, collaborative development, mutual assistance, communication, and cooperation, so on to jointly establish a government affairs new media group with greater influence, communication power, and credibility with local government affairs new media ^[13]. The establishment of this group can consolidate the strength of government departments at all levels through cooperation, as unity offers greater positive impacts ^[14]. The establishment of the new media alliance of government affairs should also focus on horizontal and vertical development, in which the horizontal development involves real-time new media account resource sharing between the same level of administrative departments through interconnecting information, active encouragement, and constant network influence increase; while the vertical development refers to the interconnection among the new media of government affairs at the provincial, municipal, county and township levels, which are uniformly incorporated into the service system to jointly promote the healthy development of governments at all levels ^[15]. However, the information of the new media of government affairs in most areas is still isolated and cannot be connected with the government departments from the outside due to limiting conditions. When information is transmitted, multiple departments are often contacted in the process of information release in official activities jointly organized by multiple departments. If the government affairs new media alliance is established, it can release information promptly through resource sharing and integration, which will increase its influence and attract more people to participate in the topic by influencing mainstream public opinion ^[16]. New government media accounts with low visibility can interact with influential accounts to gain more attention from people virtually, and greatly enhance their influence and communication power.

3.3. Improve policies and build a support system for the development of new government media

Organizational support needs to be improved by actively setting up local leading groups for new media development, establishing local cyberspace administration offices as representative units in daily media work, and formulating a joint conference system for new media development in government affairs to effectively enhance the unity of government departments ^[17]. Additionally, local government departments can be offered financial support through policies in land use, taxation, government procurement, and favorable conditions to accelerate the development of local government new media.

3.4. Strengthen interaction and bring the relationship between government and the people closer

The new media of government affairs is not just a symbol of media, but also an important measure to solve the problem of interaction between the government and the people ^[18]. The new media of government affairs must first understand the trend of public opinion in real-time by having an open communication line through dialogue, feedback, and comments to relevant departments. Therefore, by ensuring smooth communication channels, learning to respect the conscious will of the public, and extensively collecting a large number of social opinions and suggestions to provide timely and proper responses to the public, then the root issue can be solved ^[19]. Moreover, the way of interaction can be constantly innovated, such as cloud communication and micro-live broadcasting through new media platforms, online communication around hot social topics to understand the thoughts of the masses, and organization of major offline activities in various forms to effectively stimulate the enthusiasm of the masses for participation and reduce the stern image of government departments. Thus,

friendly communication should be maintained to further improve the relationship between the government and the people ^[20].

4. Summary

The acceleration of the Internet era and the use of many advanced technologies continue to drive the rapid development of the media industry. With the update of network technology, the forms of expression of new media are gradually diversified, replacing traditional information transmission methods, expanding information collection channels, and attracting increasing attention from the masses. This also gives the masses the convenience to express their demands from the government departments. The purpose of enhancing the construction of new government affairs media is to let more government departments understand the needs of the public in real-time, adopt online open dialogue, guide public opinion, and attract the attention of the masses, through this modern social platform to solve the root cause of people's problems and improve their quality of life.

Disclosure statement

The authors declare no conflict of interest.

References

- [1] Zhang C, 2022, Research on Existing Problems and Improvement Paths of New Media Construction of Government Affairs in Jilin Province, thesis, Changchun University of Technology.
- [2] Yu JH, 2020, Research on Existing Problems and Development Strategies of New Media Construction in Tianjin Government Affairs, thesis, Tianjin University.
- [3] Jin YZ, 2018, Problems and Countermeasures in the construction of Township Government Affairs Openness through New Media in the Implementation of Rural Revitalization Strategy, thesis, Guangxi University.
- [4] Guo DM, 2018, Research on Problems and Countermeasures of New Media Construction of Government Affairs in Heilongjiang Province, thesis, Harbin University of Commerce.
- [5] Qian JH, 2022, Research on the Influencing Factors and Driving Path of the Development of New Media in Provincial Government Affairs in China. *New Media Research*, 8(16): 38–43.
- [6] Wang BC, 2019, The Media Influence of New Media Integration of Government Affairs under the New Communication Ecology. *Western Radio and Television*, 2019(20): 67–68.
- [7] Gao F, 2022, Exploration on the Path of Financial Media Construction under the New Media Communication Environment. *News Culture Construction*, 2022(23): 152–154.
- [8] Chen JJ, 2022, Some Thoughts on the Promotion of New Media Construction by Traditional Media - A Case Study of Sichuan Daily Omnimedia. *Media*, 2022(13): 62–63.
- [9] Bai YY, 2021, Research on New Media Construction of University Trade Union in Beijing under the Background of "Internet +". *Shanxi Youth*, 2021(24): 25–26.
- [10] Zhou JL, 2021, Research on Social Functions of New Government Media under Rural Ecological Construction - A Case Study of New Government Media in Chengdu Ecological Environment Bureau. *News Research Guide*, 12(23): 134–136.
- [11] Geng MD, 2021, Research on Problems and Countermeasures of New Media Development of Government Affairs in Shijiazhuang, thesis, Hebei Normal University.

- [12] Long XF, 2021, He Unrestrained - the Significance of “Empathic Power” in the Construction of New Media in Government Affairs. *China Business*, 2021(11): 34–35.
- [13] Dai SL, 2020, The Development Strategy of New Government Media in the Context of Media Integration: A Case Study of the Development of New Government Media in Fujian Province. *Fujian Agricultural Machinery*, 2020(04): 47–50.
- [14] Zhou SY, 2020, Provincial Radio and Television Integration Media Construction: Path and Exploration Direction. *Western Radio and Television*, 41(22): 4–6.
- [15] Liao WS, 2019, Technology and Content Help Traditional Media to Beat the “Marathon” of New Media Construction. *World of Sound Screen*, 2019(12): 1.
- [16] Liang YD, 2020, Research on Problems and Countermeasures of New Media Construction in Jiangsu Province, thesis, Nanjing Agricultural University.
- [17] Cai L, Ding KL, 2020, Analysis on the Construction Practice and Development Path of the New Media Matrix of Government Affairs - Based on the Research of the New Media Account of the Central Committee of the Communist Youth League. *Lingnan Academic Journal*, 2020(04): 50–56 + 63.
- [18] Luo ZL, 2020, Three-dimensional Planning and Functional Compatibility: Construction Status and Functional Expansion of New Media Matrix of Government Affairs in China. *Exploration*, 2020(04): 141–155 + 2.
- [19] Zheng JW, 2019, Problems and Countermeasures of New Media Construction of Academic Journals under the All-Media Communication Pattern. *Yuejiang Journal*, 11(06): 104–109.
- [20] Qin YM, Sun SL, 2019, Analysis on the Development of New Media in District and County Government Affairs in the Era of Intelligent and Integrated Media. *China News and Communication Research*, 2019(06): 15–24.

Publisher’s note

Bio-Byword Scientific Publishing remains neutral with regard to jurisdictional claims in published maps and institutional affiliations.